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News Letter

No. 98

January 13, 1933

Office Management Conference
February 6

FRANK L. ROWLAND, Vice President in Charge of the Office Management Division; Secretary, The Lincoln National Life Insurance Company, announces that the Annual Conference of the Office Management Division of the American Management Association will be held at the Palmer House, Chicago, Ill., on Monday, February 6, 1933. The program of the conference is on the press and will be distributed in about a week.

Personnel Conference
February 7 and 8

H. B. BERGEN, Vice President in Charge of the Personnel Division of the American Management Association; Director of Industrial Relations, The Procter & Gamble Company, announces that the Annual Personnel Conference of the American Management Association will be held at the Palmer House, Chicago, Ill., on Tuesday and Wednesday, February 7 and 8, 1933. The program is on the press and will be distributed within the next week.

Cooperating with the Association in this meeting will be The Industrial Relations Association of Chicago of which F. I. BADGELEY, Head, Industrial Relations Depart-

ment, Swift & Company is president. Members of the Industrial Relations Association of Chicago are cordially invited to attend the conference on the same basis as individual members and representatives of company members of the American Management Association.

Technocracy Literature

In the few months since the Technocrats gave their first startling results to the world in the form of newspaper interviews by HOWARD SCOTT, director of the group, the nation's imagination has been stirred by a deluge of articles seeking to explain the movement, and a lively debate for and against the group's findings and conclusions, by economists, engineers and leaders of industry.

Some of the explanatory articles on the aims and methods of this research organization conducting the Energy Survey of North America which have appeared are:

Toward Technocracy. By HOWARD SCOTT. *The Living Age*, December, 1932.

Technology Smashes the Price System. By HOWARD SCOTT. *Harpers Magazine*, January, 1933.

What is Technocracy? By WAYNE W. PARRISH. *New Outlook*, November, 1932.

Technocracy's Question. By WAYNE W. PARRISH. *New Outlook*, December, 1932.

Technocracy's Challenge. By WAYNE W. PARRISH. *New Outlook*, January, 1933.

Technocracy, Mr. Scott explains in the *Living Age*, is "a research organization, founded in 1920, composed of scientists, technologists, physicists and bio-chemists . . . organized to collect and collate data on the physical functioning of the social mechanism on the North American continent . . ."

The basic idea of the Technocrats is that the machine age is forcing overproduction and under-employment at such a rapid, accelerating rate that our industrial civilization with its tremendous burden of money debt is bound to collapse unless we change the whole scheme of things. This means, in the words of HOWARD SCOTT, complete abolition of the price system, which would include the end of all banks, all philanthropy, all bonds and other instrumentalities of debt.

The *Harpers* article sets forth some of the facts assembled and attempts to show a few of the far-reaching social implications of those facts. A series of four explanatory articles by ALLEN RAYMOND, published in the December 15-18, 1932 issues of *The New York Herald Tribune* gives further facts.

A series of articles by SIDNEY B. WHIPPLE, in *The New York Sun*, January 3-6, 1933 gives a rather unfavorable account of what Technocracy has claimed to prove.

A two weeks' series, by FORREST DAVIS, began in *The New York World-Telegram* of January 9, 1933.

Criticism has by no means been spared Technocracy. Caustic references to it at the recent meeting of the American Association for the Advancement of Science were noted in the daily press. In "Plain Talk About Technocracy," *Iron Age*, December 1, 1932, JOHN H. VAN DEVENTER challenges many of the pronouncements of the Technocrats, and claims exaggeration in their figures as well as conclusions.

In *The New York Times Magazine* of January 8, 1933 there appeared "A Challenge to Technocracy" by SIMEON STRUNSKY. This is an examination of some of the evidence which the Technocrats cite as proof that a new economic system is needed and the conclusion that their statistics have been highly inflated.

Other items which have appeared on this much discussed subject are:

Technocracy—Good Medicine or a Bedtime Story? By GEORGE SOULE. *The New Republic*, December 28, 1932.

Technocracy. *The Business Week*, December 14, 1932.

"Technocracy" No Threat for Near Future. *Babson's Reports*, December 5, 1932.

Technocrat (a biographical sketch of Technocracy's founder). *Time*, December 26, 1932.

A Bit "Technocratic," *Barron's*, December 5, 1932.

Dr. Kimball of Cornell University Says Technocracy Is Not Panacea for Economic Ills. *The Commercial & Financial Chronicle*, January 7, 1933.

Discussion of Technocracy Before American Association for Advancement of Science—Professor Rautenstrauch Says "Energy Hours" Will Replace "Man Hours" in Industry. *The Commercial & Financial Chronicle*, January 7, 1933.

Technocrats Poor Guides, According to Professor Deibler of Northwestern University. *The Commercial & Financial Chronicle*, January 7, 1933.

Technocracy—Boon, Blight, or Bunk? *The Literary Digest*, December 31, 1932.

Two early books from which it has been claimed the Technocrats borrowed heavily in explaining their theories are:

The Engineers and the Price System. By THORSTEIN VEBLEN. Published by the Viking Press, New York, N. Y., in 1921.

Wealth, Virtual Wealth and Debt, the Solution of the Economic Paradox. By FREDERICK SODDY. Published by E. P. Dutton & Co., New York, N. Y., in 1926.

Books which have appeared since the Republic became Technocracy-conscious are:

The A B C of Technocracy. By FRANK ARRKHIT. Harper & Brothers, New York, N. Y.

Life in a Technocracy—What It Might Be Like. By HAROLD LOEB. Viking Press, New York, N. Y.

An Outline of Technocracy. By WAYNE PARRISH. Farrar & Rinehart, New York, N. Y.

Technocracy: An Interpretation. John Day Company, New York, N. Y.

Roosevelt and Technocracy. By Publishing Company, Los Angeles, Calif.

Towards Technocracy. By GRAHAM, Los Angeles, Calif.

McGraw-Hill Book Company. "What is Technocracy?", by Simon & Schuster, "The Truth About Technocracy." By WALTER B. PITKIN.

Wolf Award Story

The March, 1933 issue of *Packaging* will carry a sixteen-page feature story offered by IRWIN D. WOLF, Superintendant of Department Stores, Inc.; Vice President of the National Packaging Exposition and Co-chairman of the most effective package placed on the market. It will be shown on January 1, 1932 and February 15, 1933 at the National Packaging Conference of the American Association of Superintendants of Department Stores, Inc., which will be held in New York City, January 10, 1933.

This article will describe the story of the Award in full detail, a representative packages entered in the competition, and the developments in the packaging field.

Inter-Governmental Conference

Recent developments in the international problem and their economic significance are of great interest to the fore in the minds of the world. The Committee for the Consideration of the International Debts, of which ALFRED E. REVERE, President of the General Motors Corporation, is Chairman, has prepared a series of articles on this important problem. The following include:

Report of Committee of Economic Experts on International Debts, August 24, 1932.

Commodities and Inter-Governmental Conference, November 23, 1932.

Shall We Deflate Some More? A Report on the International Debts, printed from *The New York Herald Tribune*, November 12, 1932.

Cotton Authorities Urge Debt Reduction. A Report on the International Debts, by the Leading Industrialists Urge Extension of the International Debts, November 12, 1932.

Not Only Cotton and Wheat in the International Debts. A Report on the International Debts, November 26, 1932.

Towards a Business Solution, November 26, 1932.

Copies of these reprints may be obtained from the Committee for the Consideration of the International Debts, 330 West 42nd Street, New York, N. Y.

retation. By STUART CHASE. The York, N. Y.

By HENRY A. PORTER. Wetzel Angeles, Cal.

GRAHAM A. LAING. Angelus Press,

Company will shortly publish " by ALLEN RAYMOND, and *Truth About Technocracy*," by

Story in Printers' Ink

of *Printers' Ink Monthly* will feature story of the Wolf Award, WOLF, Secretary, Kaufmann De-Vice President in Charge of and Conference, for the most on the market between January 5, 1933, to be awarded at the of the American Management be held in New York, March 7

ibe the history and development detail, and will be illustrated by entered in the competition, and those concerned with recent de-ging field.

overnmental Debts

in the inter-governmental debt omic significance bring this ques-minds of industrial executives. Consideration of Inter-Govern- ALFRED P. SLOAN, Jr., President, ration, is Chairman, has a number rtant problem available. These

Economists on Inter-Governmental

-Governmental Debts. By C. T. 32.

More? By WALTER LIPPMAN. *Re-work Herald Tribune*, November 23,

Debt Revision as Aid to Recovery. Extension of Moratorium, December

heat Involved. Reprinted from *The 26, 1932.*

ution, October 3, 1932.

nts may be secured from the Com- deration of Inter-Governmental Street, New York, N. Y.

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By R. S. MASON, Office Supervisor, The Fuller Brush Company.	

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